



Probable Election of Donald TRUMP in the USA: The CYBERGUN group confident regarding the future of this key market

CYBERGUN, worldwide leader in the leisure shooting sector, reacts following the announced victory of the republican candidate to the White House, Donald TRUMP. This election, if confirmed, would reinforce the group in this area of the world and would open new perspectives. Activity wise it would allow us to work more closely with American Chain Stores.

Last September 30th, according to the non audited semester's data, which will be made public in a matter of a few short weeks, the American market's resistance was already very important with a turnover for the SAUSA subsidiary (specialized in Chain Stores) of 6,6 MUSD versus 7,7 MUSD last year, even with the loss of an important American customer that cost 2,5MUSD for the semester. On PALCO's side, specialized in specialized shops and websites, we also see an increase of 5,9 MUSD versus 4,4 MUSD for the same time period last year. As a pair, PALCO & SAUSA, had a non-audited first semester turnover of 12,5 MUSD versus 12,1 MUSD meaning an estimated increase of about 3%.

To be noted, for now, the military market's conquest have had no effects yet, the CYBERGUN group having been authorized a few weeks ago to sell GLOCK military replicas.

Moreover, the CYBERGUN group launched a vast restructuring plan in the US, that was put in place last January, also the date when Hugo BRUGIERE became CEO of the US zone for the group in order to centralize the warehouse to DALLAS and save 700 000 USD. The new warehouse will be fully operational in a few short days and there are no more products in MINNEAPOLIS where only offices will remain.

Regarding the likely victory of Donald TRUMP to the presidency of the United States of America, Hugo BRUGIERE, VP and CEO of the group, declares the following: « We will not comment on the political news of a country where we are present but we will simply analyze if the new presidency will have a positive or negative impact on our business. The numerous interventions of Mr TRUMP in favor of firearms in the US, the fact that he should have the vast majority in the Chamber of representatives and the Senate as well as the unconditional support of the NRA (National Rifle Association) towards him, are some of the concrete elements that we do have to let us think that this election will be favorable for our business in general and could even force certain US Chain Stores to rethink their position towards having firearms replicas displayed in their aisles. »

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About Cybergun : www.cybergun.com

Cybergun is a worldwide leader in the leisure shooting area, referred as an « Innovative company » by Bpifrance. During its closed exercise of March 31st 2016, the company had a turnover of 41.3 Million Euros. The Cybergun titles are eligible at FCPI, PEA as well as PEA-PME.

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